6-11-2016

THE INTERACTION BETWEEN SEX AND VIRTUES: IMPLICATIONS FOR ENTREPRENEURIAL OUTCOMES (SUMMARY)

Keith M. Hmieleski
Texas Christian University, USA, k.hmieleski@tcu.edu

Recommended Citation
Available at: https://digitalknowledge.babson.edu/fer/vol36/iss3/7

This Summary is brought to you for free and open access by the Entrepreneurship at Babson at Digital Knowledge at Babson. It has been accepted for inclusion in Frontiers of Entrepreneurship Research by an authorized editor of Digital Knowledge at Babson. For more information, please contact digitalknowledge@babson.edu.
THE INTERACTION BETWEEN SEX AND VIRTUES:
IMPLICATIONS FOR ENTREPRENEURIAL OUTCOMES

Keith M. Hmieleski, Texas Christian University, USA

Principal Topic

Drawing from evolutionary psychology and the too-much-of-a-good-thing (TMGT) effect, the current research considers whether basic moral values held by entrepreneurs might serve as a double-edged sword that leads such persons into starting new ventures but eventually undermines their satisfaction and performance. Research from the field of social psychology has created a classification of twenty-four character strengths that are found to be consistently valued across all major cultures (Peterson & Seligman, 2004). These character strengths cluster together to form six distinct virtues. Individuals act out their virtues through the application of their associated character strengths. The present research focuses on the virtues of “justice” and “wisdom and knowledge”. These virtues were selected for study based on anticipated sex differences with respect to how they relate to important entrepreneurial outcomes. Specifically, the current research considers whether there are sex differences in the relationship of these virtues with entrepreneurial entry, satisfaction and performance.

Method

The first study sampled undergraduate college students to examine hypotheses relating to entrepreneurial intentions, while the second study sampled founding CEOs to examine hypotheses relating to work satisfaction and performance.

The independent variables for both studies included the virtues of “wisdom and knowledge” and “justice” (Peterson & Seligman, 2004). The moderating variable for each study was sex, which was dummy coded. The dependent variable for the first study was entrepreneurial intentions (Chen et al., 1998) and the dependent variables for second study were work satisfaction (Spector, 1985) and firm performance (Sharma, 2014).

Implications

Results from the first study found the virtue of “justice and fairness” to be most positively associated with entrepreneurial intentions for females, whereas the virtue of “wisdom and knowledge” was most positively related to entrepreneurial intentions for males. Findings from the second study showed the virtue of “justice and fairness” to be most positively associated with the work satisfaction and performance of male entrepreneurs, whereas the virtue of “wisdom and knowledge” was most positively related to the work satisfaction and performance of female entrepreneurs. The combined findings demonstrate a misalignment between the basic moral qualities associated with efforts made to launch new ventures and the virtues that are linked with the satisfaction and performance of entrepreneurs.

CONTACT: Keith Hmieleski, k.hmieleski@tcu.edu; (T) 817.257.7280; (F) 817.257.7227; M. J. Neeley School of Business, TCU Box 298530, Fort Worth, TX 76129; USA.